

We claim:

- 5 1. An isotropic liquid cleansing composition comprising:
 - (a) about 1 to 35 wt. % of surfactant(s) selected from an anionic, nonionic, amphoteric or cationic surfactant or mixtures thereof;
 - (b) a thickening agent;
 - (c) about 0.1% to 10% of a cationic polymer;
 - 10 (d) an effective concentration of a solid particulate optical modifier for exhibiting a specific set of optical properties on skin characterized by a set of Tristimulus Color Values L, a*, and b*; a reflectivity change, and an opacity change, that provides at least a 5% change in at least one of the specific optical properties when said cleansing composition is applied to skin and then rinsed off using the In-vitro
15 Visual Assessment Protocol ; and
 - (e) wherein the viscosity of the isotropic cleansing composition is in the range of about 1,000 to 300,000 cps @ 1/sec shear rate at 25 C.
- 20 2. A composition according to claim 1 wherein the visual attribute targeted by the optical modifier is selected from skin shine, skin color or skin optical uniformity, and combinations thereof.
- 25 3. The composition according to claim 2 wherein the change in L value is in the range from about 0 to ± 10 , the reflectance change in the range from about 0 to $\pm 300\%$, and the change in opacity in the range from about 0 to $\pm 20\%$ with the proviso that the change in L value, reflectance change and opacity change are not all zero so as to provide noticeable skin shine when said

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cleansing composition is applied to skin and then rinsed off using the In-vitro Visual Assessment Protocol.

4. The composition according to claim 2 wherein the change in L value is in the range from about 0 to ± 10 , the change in the a^* value is in the range from about 0 to ± 10 , a change in the b^* value in the range from about 0 to ± 10 , the change in opacity in the range from about 0 to $\pm 50\%$, and the reflectance change is within the normal skin reflectivity range of about $\pm 10\%$, with the proviso that the change in L value, b^* and opacity change are not all zero so as to provide noticeable skin lightening or color change when said cleansing composition is applied to skin and then rinsed off using the In-vitro Visual Assessment Protocol.
5. The composition according to claim 2 wherein the change in L value is in the range from about 0 to ± 5 , the reflectance change is in the range from about 0 to $\pm 100\%$, the change in opacity is in the range from about 0 to $\pm 50\%$, and the change in a^* and b^* are within normal skin color range of about $\pm 10\%$ for each of a^* or b^* , with the proviso that the change in L value, reflectance change and opacity change are not all zero so as to provide noticeable skin optical uniformity change when said cleansing composition is applied to skin and then rinsed off using the In-vitro Visual Assessment Protocol.
6. A composition according to claim 1 wherein the cationic polymer has a charge density of at least about 0.7 Meq/g.
7. A composition according to claim 1 wherein the composition contains an anionic surfactant and the ratio of anionic surfactant to a surfactant that has a positive charge at a pH of about 6.5 or below is in the range of about 15: 1 to about 1: 2.

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8. A composition according to claim 7 wherein the surfactant with the positive charge is an amphoteric surfactant.
- 5 9. A composition according to claim 8 wherein the amphoteric surfactant is selected from betaine, alkylamidopropyl betaine, sulphobetaine, amphotoacetate or blends thereof.
- 10 10. A composition according to claim 1 further comprising an emollient having a weight average emollient particle size in the range of about 1 to about 500 microns.
- 15 11. A composition according to claim 1 further comprising greater than about 30% by weight water.
12. A composition according to claim 1 wherein the viscosity of the cleansing composition is in the range of about 5,000 to about 50,000 cps.
- 20 13. A composition according to claim 1 wherein the solid particulate optical modifier has an average diameter of at least about 30 microns.
14. A composition according to claim 1 wherein the solid particulate optical modifier is present in a minimum concentration of at least about 0.2 % by wt.
- 25 15. A composition according to claim 1 wherein the thickening agent is selected from polyacrylates; silica, natural and synthetic waxes; aluminum silicate; lanolin derivatives; C8 to C20 fatty alcohols polyethylene copolymers; polyammonium carboxylates; sucrose esters; hydrophobic clays; petrolatum;

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hydrotalcites; cellulose derivatives, polysaccharide derivatives, or derivatives and mixtures thereof.

- 5 16. A composition according to claim 1 wherein the composition is structured with a structurant selected from swelling clays; cross-linked polyacrylates; acrylate homopolymers and copolymers; polyvinylpyrrolidone homopolymers and copolymers; polyethylene imines; inorganic salts; sucrose esters, gellants or blends and derivatives thereof.
- 10 17. A composition according to claim 1 wherein less than about 50 % by wt. of the solid particulate optical modifier is suspended in an oil.
18. A composition according to claim 1 further comprising less than about 10 % by wt. of hydrophobic emollient(s).
- 15 19. A composition according to claim 7, wherein the anionic surfactant is selected from a C8 -C16 alkyl sulfate and/or alkyl ether sulfates, fatty acid soaps, taurates, sulfosuccinates, glycinate, sarcosinate or derivatives or blends thereof.
- 20 20. A composition according to claim 1 having at least about 7 wt % of the surfactant.
- 25 21. The composition according to claim 1 wherein the particulate optical modifier is selected from organic pigments, inorganic pigments, polymers, titanium oxide, zinc oxide, colored iron oxide, chromium oxide/hydroxide/hydrate, alumina, silica, zirconia, barium sulfate, silicates, polyethylene, polypropylene, nylon, ultramarine, alkaline earth carbonates, talc, sericite, mica, synthetic mica, polymers, platy substrate coated with organic and inorganic materials,

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bismuth oxychloride, barium sulfate, or blends and physical aggregates thereof.

22. The composition according to claim 1 wherein the particulate optical modifier possesses color generated through fluorescence, adsorption, iridescence or a combination thereof.

23. The composition according to claim 3 wherein greater than about 10 % by wt. of the particulate optical modifier is further defined by an exterior surface refractive index, geometry, and specific dimensions wherein:

- i) the exterior surface has a refractive index of about 1.8 to 4.0;
- ii) the geometry is platy, cylindrical or a blend thereof; and
- iii) the specific dimensions are about 10 to 200 μm average diameter in the case of a platy particle, or about 10 to 200 μm in average length and about 0.5 to 5.0 μm in average diameter in the case of a cylindrical particle.

24. The composition according to claim 4 wherein greater than about 10 % by wt. of the particulate optical modifier is further defined by an exterior surface refractive index, geometry, and specific dimensions wherein:

- i) the exterior surface has a refractive index of about 1.3 to 4.0
- ii) the geometry is spheroidal, platy or a blend thereof
- iii) the specific dimensions are about 1 to 30 μm average diameter in the case of a platy particle, or about 0.1 to 1 μm in average diameter in the case of a spheroidal particle; and
- iv) optionally having fluorescence color, absorption color, interference color or a combination thereof.

25. The composition according to claim 5 wherein greater than about 10 % by wt. of the particulate optical modifier is further defined by an exterior surface refractive index, geometry, and specific dimensions wherein:

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- i) the exterior surface has a refractive index of about 1.3 to 2.0
- ii) the geometry is spheroidal, platy, cylindrical or a blend thereof
- iii) the specific dimensions are ,about 0.1 to 200 um in average diameter in the case of a spheroidal particle, about 1 to 10 um average diameter in the case of a platy particle, or about 1 to 10 um in average length and about 0.5 to 5.0 um in average diameter in the case of a cylindrical particle, and
- iv) optionally having fluorescence color, absorption color, interference color or a combination thereof.

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26. The composition according to claim 1 wherein the particulate optical modifier is composed predominately of platy particles further defined by having an average plate diameter of about 10 um to 200 um and a refractive index of at least about 1.8.

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27. The composition according to claim 1 wherein the cationic polymer is selected from Merquat® 100 or 2200, Jagua® r C17 or C13S, Salcare® Supre 7, SC10, or SC30; Gafquat® HS100 or 755, and Luviquat® FC370, FC550, HM552 or FC905; or blends thereof.

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28. The composition according to claim 1 wherein the particulate optical modifier contains a surface modification selected from amino acids, proteins, fatty acids, lipids, phospholipids (lecithin), anionic and/or cationic

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oligomers/polymers or blends or derivatives thereof to enhance the deposition of the optical modifier on to the skin.

29. A method of depositing a solid particulate optical modifier onto the skin from
5 an isotropic liquid cleansing composition, comprising the steps of:

(a) providing said solid particulate optical modifier in said cleansing composition including:

10 (1) a surfactant selected from anionic, nonionic, amphoteric and cationic surfactants, and mixtures thereof;

(2) a thickening agent,

15 (3) about 0.2% to about 1% by weight of said solid particulate optical modifier of from about 50 to about 150 microns in average diameter; and

(4) about 0.1% to 10% of a cationic polymer;

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(b) applying said cleansing composition to the skin or hair; and

(c) rinsing off said cleansing composition.